

Are You:

- a) Paying too much in credit card fees
- b) Re-entering data provided by parents
- c) Offering an “insecure” online registration option
- d) Just offering registration online – what about your other camper forms, staff applications, etc.



Online Registration: Let's Look at the “Nitty-Gritty”

Rob Carmichael
CampBrain

Why offer online services?

For 2 reasons primarily:

1. It can be a significant service to your customers and they are expecting you to offer it.
2. It can save you time, effort and money in your administrative process.

AND, in keeping with the environmental responsibilities, it's GREEN!

What is it?

- Downloadable pdf file?
 - Not really...
- Unsecure page on your website?
 - Not really...
- Secure, reliable solution that allows:
 - Flexible and multiple forms, payment processing, account creation, database integration, etc.

Individuals vs. Groups

Individual Registration

- Pre-determined sessions, prices
- Pre-determined waivers and contract terms
- Pre-determined capacities
- Requires little personal communication

Group Registration

- Variable prices, flexible dates
- Individualized contracts
- Capacities depend on housing configuration
- Reluctance to show true availability
- Lots of personal communication

What steps can go online?

- Think about your registration process
 - Inquiry to Registration to Deposit to Further Payments to More Forms to Final Invoice to Pre-Registration for next season....
 - Which of these steps do you want online and which do you prefer to keep “offline”
 - Goal: reduce the administration for you and your parents

What should I consider?

- Security
 - 128 bit SSL
 - Financial, medical information
 - Is e-mailing results secure enough?
- Ease of Use
 - How does the process flow online?
 - Is it easy for parents to make changes?
 - Do they receive an instant confirmation?
 - Can they download other forms?

What should I consider?

- **Creating Parent Accounts**
 - Is this a one-time sign-up or do you want parents to be able to re-use their information in the future?
- **Multiple Children**
 - How friendly is it for parents to register more than 1 camper?
- **Return-to-Complete Forms**
 - A great option allowing parents to return later and complete remaining forms (e.g. medical, transportation)

What should I consider?

- Medical Form
 - Do you need a physical signature?? Ask your local hospital and your lawyer!
- Complex Options
 - How complex is your session configuration? Do you have multiple options within sessions, discounts, after care and before care, transportation, etc.?

What should I consider?

- Data Mapping
 - You do not want to re-enter data that has been entered for you
- Reporting
 - You want to be able to really use the data to its full extent with rich reporting options

What should I consider?

- Payment Options
 - Are you going to allow people to send in checks?
 - Why not complete the payment process right away – get instalments set upfront!
- Credit Card Processing
 - Payment gateways
 - Can I use my existing merchant account?
 - Are you going to process credit cards in real time or “off line”?

How Much??

- How much is this going to cost? There are a few options:
 - Set fee for the season
 - Per camper rate
 - Credit card costs (will you receive money right away?)
 - Build it myself?

If you have questions...

Rob Carmichael

E-mail: rob@campbrain.com

Phone: 866-485-8885